

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ  
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ  
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



# **СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА**

**МАТЕРІАЛИ ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ ВИКЛАДАЧІВ,  
АСПІРАНТІВ, СПІВРОБІТНИКІВ ТА СТУДЕНТІВ**

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people skills, and more. While participating in extracurricular activities students definitely need to consider all the benefits that come along with these activities:

- they will learn about time management and prioritizing things in their future professional life;
- they will explore various interests and talents that they may have – making presentations, producing posters, writing abstracts;
- they will have an excellent chance to expose their communicative skills – making reports, inviting the audience to discuss the issue, which was brought up at the conference, presenting their own points of view, supporting their ideas, participating in arguments;
- they will make a positive contribution to university life that makes them competitive and gives them a certain degree of self-confidence.

Any conference or round-table discussion aims to elicit a student's language behaviour. These activities are needed both by teachers and students to know how well somebody else uses foreign languages in free speaking activities and how much a student needs to master his own speaking abilities. Moreover, extracurricular activities aim to answer why they learn foreign languages. From the first-year students to postgraduates with more academic and professional ambitious there is one thing they have in common – through learning foreign languages they hope to achieve a goal to improve future professional opportunities.

## **INTERNATIONAL EXPERIENCE IN BANK STAFF MANAGEMENT**

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The level of banking system development largely determines the rate of market economy. The basic concept of personnel management in banking institutions in our time is the growing role of the individual employee, his/her knowledge and motivation, the ability to shape and steer them to achieve their goals. Today efficiency measures bank staff work is mostly oriented on the human factor. Consider briefly the experience of some countries in the banking personnel management.

*United States.* US banks mostly use traditional principles of selection of personnel in employment. They are focused on the specialized

knowledge and professional skills. Usually American experts are professionals in a narrow area of expertise, so they can advance only vertically in the hierarchy, which means, for example, that an economist will plan his career only in this area. In recruitment all candidates are tested (in our opinion, it is not sufficiently objective measurement of knowledge). After successful test the induction procedure takes place, when employee is familiarized with his duties, workplace, activity of the department and bank as a whole. Dismissal of staff, including managers, is accompanied by a number of assessment and educational activities, with the exception of emergencies (for example, theft, etc.). Evaluation of each employee is held twice a year. The final decision of dismissal is made by the head of the second or third level above the direct employee. Of course, in any case the employee can appeal the decision about dismissal to a higher management level or to the court.

*Japan.* The mentality of the citizens of this country allows to select personnel for work in banking system and to manage it more effectively than it is in European and US banks. Candidates for jobs in banks additionally attend lectures of practitioners among the officers of the bank. For promising students banks provide additional financial aid for full or partial tuition. Spent means may be long-term loans repayable after several years in the bank. The system "of lifelong employment" ensures permanent salary increases and receipt of various social benefits depending on seniority. System of moral incentives for workers and horizontal movement of workers are often practiced, that promotes the study of related professions. Various seminars and conferences are held regularly too. Interesting fact that labor productivity in US banks, which are controlled by the Japanese, is higher (about 30-40%) than in banks, where managers are Americans, and therefore - the Japanese are pretty good managers.

*France.* In this country increasing requirements for training (approximately 2-fold higher than in the US) are taken due to the stiff competition. Training of bank employees is conducted with the program "Psychology of Communication." Staff is constantly informed about the bank activities for a certain period, vacancies and used items personnel policy. In France there is a center for training and retraining of bank employees. The peculiarity of French banks is a high proportion of women as managers and specialists (20%).

*Germany.* Features of bank personnel can be summarized as follows: the most attention is given to retraining of employees of personnel services using special programs. There is continuous training of employees in the best banks in Germany and abroad. Banks in Germany carry out continuous

training of various categories of personnel, training in related professions. Banks use different types of payment, depending on the skill level, experience, knowledge of foreign languages and etc.

*Italy.* Italian banks in the north use methods of personnel management, which are similar to American. In the southern part of the country purely Italian methods without certain specific system are used. Practically, in Italy there is the Soviet system of selection and movement of bank staff, which is based on subjective factors: family, friendship and other relationships. Almost there are no incentives that improve skills.

Each country has its own specific features (positive and negative), but understanding the importance of attitude to human resources to provide quality banking services and profitability.

## **HUMANIZATION AS PEDAGOGICAL PHENOMENON**

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The world community necessities intense changes in social, economic and cultural life of our country. The problem of humanization has always been humankind's central problem. At the beginning of the XXI century under the influence of global transformations the necessity to change the system of values of society formation of the strategy of education is practically becoming the necessary condition of culture dialogue. We believe that humanization of education means creation of such an educational social system which corresponds to the humanistic values and ideals.

Humanism is a phenomenon of culture system of key competences including subsystems of history, historically formed and historically changing subjective-personal, organizational - active and social system of ideas appreciating the value of a human being communicative competences. In accordance with the “National Doctrine of Education” the process of humanization of education in Ukraine has to become “the most important factor of humanization of social-economic relationships, creation of the new lifelong personality reference points”.

Humanistic pedagogy appeared in the USA as an implementation of ideas of humanistic psychology. Humanists believe that it is necessary to study the person as a whole, especially as an individual grows over the lifespan. They emphasize the "natural desire" of everyone to learn, they maintain, that learners need to be empowered and to have control over the